

Highlands University will achieve academic excellence, academic integration and student success Mission New Mexico Highlands University is a public comprehensive university serving our local and global communities. Our mission is to provide opportunities for undergraduate and graduate students to attain an exceptional education by fostering creativity, critical thinking and research in the liberal arts, sciences, and professions within a diverse community.

Vision Our vision is to be a premier comprehensive university transforming lives and communities now and for generations to come.

Department/Program: **NMHU Farmington Center**

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Strategic Goals for 2020 Planning for FY19-FY21	Unit Goals	Unit Actions/Strategies	Measurable Outcome(s)	Person(s) Responsible	Indicators and Time Frame for Assessment	Date(s) for Review
<p>1. Highlands University will achieve academic excellence, academic integration and student success.</p>	<p>1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p> <p>2. MA&T will create an external advisory board for MFA.</p> <p>3. MA&T will encourage and support faculty and student attendance at annual conferences.</p> <p>4. MA&T will continue to develop recruitment strategies.</p>	<p>1. Build relationships with student services for first time freshman.</p> <p>2. Create and send recruitment materials to prospective board members.</p> <p>3. Fund faculty for annual conferences and/or research</p> <p>Media Arts Club will hold regular fundraisers.</p> <p>4. Invite groups & individuals to student shows</p>	<p>1. Yearly Social event for advisors</p> <p>2. Six external board members</p> <p>3. Faculty will attend conference on annual basis Students will raise enough money to attend conference Faculty and students will attend NMAM</p> <p>4. Increased awareness of program</p>	<p>1. Chair, Club Advisor and Facilities Manager/Administrator</p> <p>2. Departmental Faculty</p> <p>3. Chair, Dean Media Arts Club Advisor Chair</p> <p>4. Chair, Faculty, Staff</p> <p>5. Chair, Faculty, Staff</p>	<p>1. Fall 17</p> <p>2. Fall 18</p> <p>3. Conference Attendance Conference Attendance Conference Attendance</p> <p>4. Fall 17/Spring 18</p>	<p>1. Fall 18</p> <p>2. Fall 19</p> <p>3. Yearly Conference Attendance Conference Attendance</p> <p>4. Yearly</p>

	5. MA&T will continue to strengthen MA Club & Professional endeavors for students.	5. Provide student support thru professional and social events	5. Plan a variety of weekly, monthly or annual events (work night, screenings, workshops, juried shows, public talks,. scholarships		5. Fall 17	5. Fall 18
Action Status w/Description (Achieved, Ongoing, Stop)	Completion Date(s)	Recommendation(s)	Challenge(s)	Budget Consideration (Yes / No)		
- 1.1 Achieved increasing majors, newly declared 24. 1.2 Achieved & Ongoing 1.3 Achieved & Ongoing 1.4 Ongoing 1.5 Achieved & Ongoing	1.1 May 2018 1.2 June 2018 1.3 June 2018 1.4 Ongoing 1.5 Ongoing	- 1.1 Continue with promotion of the end of semester student shows. Continue to focus on department events, university events, community events to bring awareness to MA&T. 1.2 Bring advisory board to campus spring 2019 1.3 Continue to attend conferences for student/faculty 1.4 Develop updates on articulation agreements with community colleges 1.5 Recruit in introductory classes	- 1.1 Faculty attrition, funding for activities - 1.2 Scheduling & funding - 1.3 Funding - 1.4 Workload - 1.5 Demands on student's time	1.1 Yes 1.2 Yes 1.3 Yes 1.4 Yes 1.5 yes		

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<p><i>2.Highlands University will achieve strategic enrollment management.</i></p>	<p>1. MA&T will increase the number of undergraduate declared majors by at least ten students per year until we reach one-hundred majors.</p>	<p>1. Revise existing articulation agreements with SJCC, LCC, NCC, SFCC & CNM Negotiate new articulation agreements with NM community colleges. Continue to build on signed articulation with CNM CIS program. Program Marketing materials. Continue to develop personal relationships to enhance recruitment</p>	<p>1. Updated agreements to align with 4 credit courses New articulation agreements with NM community colleges Increased number of transfer students Website, brochures Open house at Albuquerque classroom with CNM Student work displayed on TB monitors & installed in building</p>	<p>1.Chair, Dean Chair, Dean M. Langer, J. Lee MART design faculty J. Lee Chair, faculty & staff</p>	<p>1.Fall 17 Spring 18 Spring 18 Spring 18 Fall/Spring Fall/Spring</p>	<p>1.Fall 18 Spring 19 Spring 19 Spring 19 Spring 19 Spring 19</p>
	<p>2. MA&T will increase the number of enrolled graduate students.</p>	<p>2. Create a program of study for Fall 2018 MACS students to be able to transfer into the MFA starting in 2019. Promote MSSD program locally, regionally, & nationally.</p>	<p>2. Increased graduate student enrollment Increased graduate student enrollment</p>	<p>2. Chair & faculty M. Langer, J. Lee</p>	<p>2. 6 new MACS students each fall 6 new MSSD students each fall</p>	<p>2. Fall 18 and yearly Fall 18 and yearly</p>
	<p>3.MA&T will develop interdisciplinary enrollment strategies with other NMHU departments for introductory classes.</p>	<p>3. Make SSD concentration for undergraduate Business degree in Web Programming</p>	<p>3. New degree offered Increased enrollment</p>	<p>3. Chair of Business & MA&T, J. Lee</p>	<p>3. AAC approval Spring 2018</p>	<p>3. Spring 2018</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>	<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>		
<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>		

<ul style="list-style-type: none"> - 2.1 Achieved - 2.2 Ongoing - 2.3 Achieved 	<ul style="list-style-type: none"> 2.1 May 2018 & Ongoing 2.2 Ongoing 2.3 March 2018 	<ul style="list-style-type: none"> - 2.1 Revisit articulation agreements - 2.2 Recruit as soon as HLC approves MFA application - 2.3 Communicate to other departments that these options are available 	<ul style="list-style-type: none"> - 2.1 Time & Effort - 2.2 Awaiting HLC approval can't begin - 2.3 Interdisciplinary communication and administrative turnover 	<ul style="list-style-type: none"> - 2.1 Yes - 2.2 yes - 2.3 yes
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<p>3. <i>Highlands University will achieve a vibrant campus life.</i></p>	<p>1. MA&T will cultivate relationships with foundations.</p> <p>2. MA&T will cultivate relationships with granting organizations.</p> <p>3. MA&T will encourage & support faculty and student attendance at annual conferences.</p>	<p>1. Produce NMHU Foundation sponsored events (President’s GALA; SUB grand opening, etc.)</p> <p>2. Biennial Program in Interactive Cultural Technology</p> <p>3. Media Arts club will hold regular fundraisers</p>	<p>1. Event is produced</p> <p>2. PICT class every other year</p> <p>3. Students will raise enough money to attend conference</p>	<p>1. TBD – T/T position currently not filled</p> <p>2. M. Langer & faculty</p> <p>3. Media Arts Club Advisor</p>	<p>1. Funding allocated and revisit when position filled</p> <p>2. Funding allocated for odd numbered years</p> <p>3. Conference attendance</p>	<p>1. Fall 2019</p> <p>2. Fall 2018</p> <p>Yearly</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>	<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>		
<p>- 3.1 Achieved & Ongoing - 3.2 Achieved & Ongoing - 3.3 Achieved & Ongoing</p>	<p>3.1 Summer 2018 3.2 Ongoing 3.3 Ongoing</p>	<p>- 3.1 Continue to foster relationships with Newman's Own foundation and Mellon Foundation - 3.2 Foster relationships with granting organizations that align with the MA&T mission - 3.3 Faculty should also consider instate conferences as well as regional and national</p>	<p>- 3.1 Grant-writing and management time considerations - 3.2 Time & Effort - 3.3 Funding, time away from classroom</p>	<p>- 3.1 Yes - 3.2. Yes - 3.3 yes</p>		

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<p>4. <i>Highlands University will be a community partner.</i></p>	<p>1. MA&T will develop events and opportunity for our students to offer workshops/internships to include community and academic partners.</p> <p>2. MA&T will cultivate relationships with foundations & granting organizations.</p>	<p>1. Determine events and invite United World College students & groups such as Young Women United Determine plan for internships within community.</p> <p>2. Develop list of potential organizations Develop strategies and materials to send to organizations</p> <p>Biennial Program in Interactive Cultural Technology</p>	<p>1. Invite and create events from Professionals in Public Talks and workshops Internships thru the Media Arts Internship Program</p> <p>2. List of 10 potential organizations Ten organizations will be contacted</p> <p>PICT class every other year</p>	<p>1. Chair and faculty L. Addario</p> <p>2. MA&T faculty Chair & design faculty M. Langer & faculty</p>	<p>1. Funding for Events allocated and scheduled Funding allocated for internships</p> <p>2. Spring 2018 Spring 2018 Spring 2018</p>	<p>1. Fall 2018 Fall 2018</p> <p>2. Fall 2018 Fall 2018 Fall 2018</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>	<p>Budget Consideration (Yes / No)</p>	
<p>- 4.1 Achieved & Ongoing - 4.2 Achieved & Ongoing</p>	<p>4.1 Thru academic year 4.2 Summer 2018 , ongoing</p>	<p>- 4.1 This is successful and will continue endeavors to maintain - 4.2 Continue to solidify these relationships</p>		<p>- 4.1 Scheduling and funding - 4.2 Time & Effort</p>	<p>4.1 Yes 4.2 yes</p>	

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<p>5. <i>Highlands University will achieve technological advancement and innovation.</i></p>	<p>1. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners</p> <p>2. MA&T will encourage and support faculty & student attendance at annual conferences.</p> <p>3. Provide state of the art technology for student use.</p>	<p>1. Determine and provide courses and programs to underserved communities</p> <p>2. Fund faculty for annual conferences and or research</p> <p>3. Replace photography, audio, video and other check-out equipment on a five year rotation</p> <p>Provide training services to MA&T students outside of class for additional skillsets</p>	<p>1. Provide synchronous courses to Dine' college</p> <p>2. Faculty will attend conferences on annual basis</p> <p>3. Yearly equipment replacement budget</p> <p>Coordinate service plan for training with students / feedback from both students, faculty and trainers (GA's)</p>	<p>1. Chair, M. Langer, J. Lee</p> <p>2. Chair, Dean</p> <p>3. Chair</p> <p>Facilities Mgr./Administrator</p>	<p>1. First course Fall 18</p> <p>2. Conference Attendance</p> <p>3. Every Fall</p> <p>Every semester</p>	<p>1. Fall 2019</p> <p>2. Yearly</p> <p>3. Yearly</p> <p>Yearly</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>	<p>Challenge(s)</p>			<p>Budget Consideration (Yes / No)</p>
<p>- 5.1 Ongoing - 5.2 Achieved - 5.3 Achieved & Ongoing</p>	<p>5.1 Ongoing 5.2 Thru out academic year 5.3 Ongoing</p>	<p>- 5.1 Reestablish communication with Dine' college faculty - 5.2 Encourage faculty to research appropriate conferences well in advance - 5.3 Make computer lab upgrade - priority number 1 in FY 19</p>	<p>- 5.1 Communication with Dine' has been inconsistent - 5.2 Funding and travel time - 5.3 Funding</p>			<p>- 5.1 No - 5.2 Yes - 5.3 Yes</p>

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<p>6. <i>Highlands University will achieve enhanced communication and efficiency.</i></p>	<p>1. MA&T will develop plan to offer services to students coordinating classes and events, schedules, lab hours 2. MA&T will develop a plan to offer Media Arts services to the University, Community and Academic Partners</p>	<p>1. Devise opt in texting service 2. Provide courses and programs to underserved communities</p>	<p>1. Improved communication and use of facilities 2. Provide synchronous courses to Dine' college</p>	<p>1. Chair, faculty 2. Chair, M. Langer, J. Lee</p>	<p>1. Spring 2018 2. Fall 2018</p>	<p>1. Spring 2019 2. Fall 2019</p>
<p>Action Status w/Description (Achieved, Ongoing, Stop)</p>	<p>Completion Date(s)</p>	<p>Recommendation(s)</p>		<p>Challenge(s)</p>		<p>Budget Consideration (Yes / No)</p>
<p>- 6.1 Ongoing - 6.2 Ongoing</p>	<p>6.1 Fall 2018 6.2 Ongoing</p>	<p>- 6.1 Encourage student staff & faculty to opt in to the texting service - 6.2 Reestablish communication with Dine' faculty</p>		<p>6.1 Getting students to opt in 6.2 Communication with Dine; has been inconsistent</p>		<p>6.1 No 6.2 Yes</p>